Connector Message for Person, Claire

To: Person, Claire

From: GMR

Date: Tue, Mar 7, 1995 11:21 AM

Subject: B&H Houston

Item 1399262 95/03/07 11:07

From: GMR GMR Marketing

To: Person* Claire@PHILMORR# Philip Morris LAN

Sub: B&H Houston

Claire,

Caroline spoke with the International Festival and a few issues have arisen. We cannot distribute a cookbook since one of their primary revenue sources is the selling of the International Festival cookbook. We also cannot distribute food in our area since the Festival also depends on food sales for revenue. The Festival wants to know if we want to be involved with the retail portion of the parade/sponsorship. Are we positive that we do not wish to be involved with this? It may impact the sponsorship fee. Also, to get a 50'x 50' area, we will have to change locations and will need to get someone back in market to see this new area.

Also, many of these events are calling for confirmation of our involvement. We run the risk of losing our "place" at these events if we don't move quickly and get some contracts out.

Thanks, Chris.

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